



CAR10481P00210US  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) Method of Generating Revenue  
 ) From the Right To Display  
 BRADLEY EMALFARB ) Advertising Information...  
 )  
 ) Examiner: Alvin L. Brown  
 Serial No. 10/601,390 )  
 ) Group Art Unit 3622  
 Filed: June 23, 2003 )

**RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Response to the Office Action dated October 9, 2009.

Claims 1-22 are currently pending in the application. All claims stand rejected under 35 U.S.C. § 101 as allegedly directed to non-statutory subject matter.

In paragraph 3 of the Action the Examiner suggests Supreme Court precedent indicates that a method/product is patentable if it is "tied to a particular machine or apparatus".

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37 CFR 1.8  
CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

January 8, 2010.

  
Linda Bowen